

Rapid Campaign Deployment for Large Portfolio Increases Tours 70%

13 Life Plan Communities launch high-performing digital marketing campaigns on an accelerated timeline.



When Life Care Services® assumed management responsibility of 13 Life Plan Communities, there was only a six week timeline to establish a holistic digital marketing strategy. The portfolio of communities Healthpeak properties had recently acquired included 4,185 IL units; 789 AL units; 294 MC units; and 1,114 SN units in Florida, Michigan, Pennsylvania, Alabama, and Texas.

The Communities

- Lake Port Square - Leesburg, FL
- South Port Square - Port Charlotte, FL
- Regency Oaks - Clearwater, FL
- Lake Seminole Square - Seminole, FL
- Freedom Square - Seminole, FL
- Freedom Village at Brandywine - Coatesville, PA
- Freedom Village at Holland - Holland, MI
- Cypress Village - Jacksonville, FL
- Freedom Plaza Sun City Center - Sun City Center, FL
- Galleria Woods - Birmingham, AL
- The Village at Gleannloch Farms - Spring, TX
- Freedom Pointe at the Villages - The Villages, FL
- Freedom Village at Bradenton - Bradenton, FL

Need: A Marketing Partner with Resources to Scale

Large-scale marketing and repositioning programs needed to be built quickly with budget resources allocated efficiently per community.

Goals:

- Maximize individual community spend by leveraging system efficiencies
- Onboard and transition 13 communities successfully in six weeks
- Ensure ongoing marketing success with adaptable delivery and accountable scope of work

Strategy: Develop Omnichannel Campaigns

Attane quickly mobilized an agile team to develop and implement omnichannel campaigns for each community and create individual differentiators to set them apart in the marketplace.

Throughout the year, Attane shifted the system's strategy from mainly print to both digital and direct mail tactics and enhanced unique targeting qualifiers for each community.

Initial Strategy by the Numbers

- **354** Online Display Ads
- **85** Call Tracking Numbers
- **59** Online Display Campaigns
- **33** Paid Search Campaigns
- **33** Paid Media Landing Pages
- **13** Local Listing Setups
- **13** Stationary/Collateral Kits
(over 300 unique pieces)
- **1** Overall Brand Platform + 13
Mini-Brands
- **13** New Facebook Pages
- **13** Announcement Mailers
- **13** Prospect List Rentals
- SEO Blogging Strategies
- Email Master Templates
- **3** Brand Dashboards
- **2** Marketing Automation Strategies
- **1** Global Owned Social Strategy

Results: Robust Growth and Performance

The communities were repositioned and launched successfully, with every tactic dropped into market delivering new leads and re-inquiries. After the initial six-week launch, the 12-month success plan continued to grow the system's digital and offline channels.

Success by the Stats

- Tours increased **70%**
- SEO conversions increased **67%**
- Session duration increased **70%**
- Over **2.5M** brand impressions
- Entry fee sales improved **80%**
- Over **6,200** qualified leads generated
- Over **4,500** website form conversions

WHY ATTANE?

Backed by decades of momentum in data science and marketing innovation, Attane delivers integrated solutions that drive sales success. To learn more about modern marketing technology and strategy built for senior living, healthcare and financial services industries, visit attaneresults.com 8880 WARD PARKWAY, SUITE 400 | KANSAS CITY, MO 64114 | 913-491-0600

Organic and paid search worked together to drive website performance, with paid search bringing the highest number of sessions and organic search having the highest number of pages viewed per session. CRM leads continue to engage digitally with high email-to-web-traffic conversions.

After an initial year of success, the communities continue to grow in digital and offline channels. With good performance shown across the portfolio, Attane and Life Care Services are now further streamlining efforts, increasing traffic and organic rankings, and gaining ROI efficiencies that will lead to ongoing sales and marketing success in the future.

"The Attane team did a terrific job! Love everything about this and how it will serve all communities!"
- Simi Brady, Director, Marketing Strategy,
Life Care Services